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| **EDEM 4600: Sustainability in the Event Industry**Fall 20253 credit hours |

## **Instructor Contact**

**Name:** Dr. Xingyi Zhang

**Pronouns:** she, her, hers

**Couse Delivery Method:** Online

**Office Hour:** by appointment

**Email:** Xingyi.Zhang@unt.edu

## **Welcome to UNT!**

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

## **Course Description**

## This course introduces the concepts and terms related to sustainable events. Course contents include economic, environmental, and social impacts of events, event sustainability management, sustainability communication, procurement and waste and venue management. Prerequisite: EDEM 1600

## **Program Learning Outcomes**

**PLO 1:** Students will plan career goals and appropriate strategies for succeeding in the event and experience industries.

**PLO 2:** Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.

**PLO 3:** Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.

**PLO 4:** Students will apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.

**PLO 5:** Students will demonstrate effective and efficient communication skills in all settings.

## **Course Objectives**

Upon successful completion of this course, the students will be able to:

1. Understand and differentiate the terms related to corporate social responsibility; (PLO 1)
2. Describe the significance of sustainable management in events; (PLO 1)
3. Understand and evaluate the environmental, social and economic impacts of events; (PLO 2)
4. Identify the challenges in creating sustainable event legacies from a global perspective; (PLO 3)
5. Develop event plans incorporating effective sustainable practices; (PLO 4)
6. Prepare and present a sustainable event plan. (PLO 5)

**Recommended Textbooks:**

* Events and Sustainability (1st Ed). (2015). By Kirsten Holmes, Michael Hughes, Judith Mair, Jack Carlsen. Routledge. ISBN 9780415744508
* Sustainable Event Management: A Practical Guide (3rd Ed). (2017). Meegan Jones. Routledge. ISBN: 9781138217638.

## **Communication Expectations**

In this class, UNT email is the best way to contact the instructor. All communication between students and the instructor should be respectful and professional. Please find the guidelines about communicating via email provided by CLEAR (https://clear.unt.edu/online-communication-tips). Students should check their email regularly. If you have any questions or concerns about the class, please send an email to the instructor. The response typically will be within 24 hours, not including weekends/holidays.

## **Revisions**

The instructor reserves the right to revise this syllabus, class schedule, and/or list of course requirements when he/she deems such revisions will benefit the achievement of course goals and objectives. All changes and notifications will be made through Canvas.

## **Evaluation Criteria**

Course work will be evaluated on the following basis:

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| ***Assignment*** | ***Points Possible*** | ***Percentage*** |
| ***Syllabus Quiz*** | *10 points* | *2%* |
| ***Weekly Module Quizzes (10 points × 11)\**** | *110 points* | *22%* |
| ***Discussion Forum*** | *130 points* | *26.00%* |
| ·       ***Discussion 1 (20 points)*** |
| ·       ***Discussion 2 (20 points)*** |
| ·       ***Discussion 3 (20 points)*** |
| ·       ***Discussion 4 (20 points)*** |
| ·       ***Discussion 5 (50 points)*** |
| ***Exams (I, II & III) (50 points × 3)*** | *150 points* | *30%* |
| ***Team Project*** | *100 points* | *20%* |
| ***Total Points Possible*** | *500 points* | *100%* |

Grades will be distributed as follows:

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| **Grade** | **Percentage** |
| A | 90-100% |
| B | 80-89.99% |
| C | 70-79.99% |
| D | 60-69.99% |
| F | 59.99% or less |

## **Course-Specific Policy**

## **Class Participation:** You are expected to complete each module of this course throughout the semester. Students are expected to use UNT email to contact the instructor and other students in the class.

**Examination and Quiz Policy:** There will be 11 weekly quizzes and three exams. All the quizzes and exams will be given on the dates that are listed in course syllabus.

Exams dates are specified on syllabus and there will be no make-ups allowed. Make-up exams will be allowed **only** for serious reasons, i.e.:

1. Illness (confirmed by physician)
2. Schedule conflicts, official school excuse, (and then only if the faculty member in charge of the course is notified prior to scheduled exam time).

**All excused documents must be obtained from UNT Dean of Student.** Located at UNT Student Union Suite 409 (940-565-2648; deanofstudents@unt.edu). **In order to approve your absence is excused, you have to provide the instructor the documentation from Dean of Student no later than one week after excused absence. The instructor will not accept any other documentations as prove of excused absence.** Failure to provide a valid documentation within the time frame will deem it unexcused.

## If you lose your internet during the exam, students should immediately contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a remedy ticket number for tracing your call in the system. The UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time. After you contacted the student helpdesk, please email the instructor about the technique issues.

## **Assignment Policy:** Activities will vary by course content and may include the following: live lectures, supplementary films and videos, out-of-course assignments, case studies, problems and discussion questions, written projects, and oral presentations,

The due dates for assignments, quizzes, exams and projects are listed on course syllabus. The instructions for each assignment will be posted in the weekly modules in Canvas. When submitting your assignments, please make sure to convert your files to **PDF** and then submit through Canvas. The instructor will not accept an assignment by email.

## If work is not ready for presentation at the start of critique on the deadline, it is considered late. **There will be no late assessments accepted.** If there is an assignment due on a day you know you will be absent, it will be due one class day earlier.

If you have a question about a grade of an assignment, please email the instructor within one week to set up an appointment after a grade has been released. For example, if grades are released on March 31, please email me within one week of March 31 to discuss the grade.

**Course Schedule**

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| **Week** | **Date** | **Topic** | **Assignments Due Dates**  |
| Week 1 | 8/18 | Course IntroductionTeam Project Introduction | * Syllabus Quiz is due by 11:59 pm 8/22
* Discussion 1 is due by 11:59 pm 8/22
* Getting to know you survey is due by 11:59 pm 8/22
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| Week 2 | 8/25 | Sustainability and Events | * Quiz 1 is due by 11:59 pm 8/29
* Team project – Team assignment confirmation is due by 11:59 pm 8/29
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| Week 3 | 9/1 | Sustainable Event Management | * Quiz 2 is due by 11:59 pm 9/5
* Team project – Identify target interviewees is due by 11:59 pm 9/5
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| Week 4 | 9/8 | Economic Impacts of Events | * Quiz 3 is due by 11:59 pm 9/12
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| Week 5 | 9/15 | Environmental Impacts of Events | * Quiz 4 is due by 11:59 pm 9/19
* Team project – Interview plan is due by 11:59 pm 9/19
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| Week 6 | 9/22-23 | Exam I via Canvas | * Exam I is available during 8am 9/22– 11:59 pm 9/23
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| Week 7 | 9/29 | Socio-Cultural Impacts of Events | * Quiz 5 is due by 11:59 pm 10/3
* Discussion 2 is due by 11:59 pm 10/3
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| Week 8 | 10/6 | Sustainable Food & Beverage Service | * Quiz 6 is due by 11:59 pm 10/10
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| Week 9 | 10/13 | Waste and Resource RecoveryCommunications and Engagement | * Quiz 7 is due by 11:59 pm 10/17
* Discussion 3 is due by 11:59 pm 10/17
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| Week 10 | 10/20 | Employment Volunteering and Sustainable Events | * Quiz 8 is due by 11:59 pm 10/24
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| Week 11 | 10/27-28 | Exam II via Canvas | * Exam II is available during 8am 10/27–11:59 pm 10/28
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| Week 12 | 11/3 | * Measurement and Evaluation
* Project Presentations
 | * Quiz 9 is due by 11:59 pm 11/7
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| Week 13 | 11/10 | * Human Trafficking
* Project Presentations
 | * Quiz 10 is due by 11:59 pm 11/14
* Discussion 4 is due by 11:59 pm 11/14
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| Week 14 | 11/17 | * Delivering Sustainable Event and Creating Event Legacy
* Project Presentations
 | * Quiz 11 is due by 11:59 pm 11/21
* Discussion 5 is due by 11:59 pm 11/21
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| Week 15 | 11/24-30 | **Thanksgiving Break (No Class)** |
| Week 16  | 12/1 | Exam III Prep & Project Report | * Project Report due by 11:59 pm 12/5
* Annotated Bibliography Report due by 11:59 pm 12/5 (EDEM 5600 Only)
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| Week 17 | 12/8- | Exam III via Canvas | * Exam III is available during 8am 12/8 – 11:59 pm 12/9
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**Note.** The instructor reserves the right to modify the schedule.